

ALUMNI ENGAGEMENT INNOVATION FUND 2017



AEIF Sample of Strong Proposal #2

Disclaimer: This sample AEIF proposal is intended to provide an example of a strong, well-written project idea. It does not guarantee selection or indicate funding approval. All AEIF proposals and budgets must be submitted through the online application form on alumni.state.gov/aeif. Projects sent in via email will not be accepted.

About your project

Project Title: Fighting Female Trafficking

Where will this project take place?

Country: Exchangeland

City/town: Alumni City

State/province: Alumnia

Which theme does your project address?

Empowerment of Women and Girls

What is the challenge or need your project will address? What innovative methods will you use?

Describe the specific need or challenge that your team will address with this project.
(3-5 sentences) 200 word limit

In 2010, the Exchangeland Department of Missing and Trafficked Persons reported that an estimated 390 (6 %) of Alumni City's middle school girls and 910 (15%) of its high school girls have been victims of human trafficking. Of these, 47% were forced into factory work, 32% into domestic servitude, and 21% into sexual slavery/prostitution. Only 5% of the girls trafficked over the last five years have been returned to their families. The primary reason young girls become victims of trafficking is the lack of awareness and education about the risks and warning signs of human trafficking.

Comment ["1"]: Good description of the challenge that your team will address.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative. (Include quantitative information where possible) (3-5 sentences)
200 word limit

The project is an education and public media campaign whose goal is to reduce trafficking of girls in Exchangeland by 20% in 2016 as compared to 2015. Girls will be taught how to spot, avoid, and report traffickers who lurk near schools and bus stops. The project will create an anti-trafficking education program for Exchangeland's middle and high schools, and a public information campaign for Exchangeland's broadcast and social media channels. All middle and high school students, males and females, will complete the proposed social science module: "How to spot, avoid, and report human trafficking."

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see? *300 word limit*

Research shows that education and public information can prevent 20% of human trafficking cases from occurring in the first place. 58% of Exchangeland households have access to television, 67% own at least one computer, and 89% own a smartphone. The public and social media campaign is expected to reach 67% of these media consumers. Large billboards posted on major street corners will be seen by 89% of the population of Exchangeland, or nearly 2 million people.

The project's goal is to reduce trafficking in Exchangeland by 20% in 2017 by teaching girls and those who care for them how to recognize and avoid the most common human trafficking lures found in their local environment.

Comment ["2"]: Good use of quantitative data and a clear goal or impact statement.

Who will be involved?

Beneficiaries: Describe who your target groups (or communities) are. How many people will directly benefit from your project? *250 word limit*

Target groups are 59 middle school girls and 200 high school girls currently at risk of being trafficked could potentially avoid this fate in 2015 as a direct result of this project. Increased public awareness, reporting, and arrest of human traffickers could reduce future trafficking by an additional 10% (130 cases) per year in future years.

Comment ["3"]: Where do these numbers come from?

In total, 590 middle school girls and 1,000 high school girls will learn about the risks and warning signs of human trafficking as a result of in-school education programs. An additional 2 million people will be affected through the public awareness campaigns in the traditional media, social media, and billboards.

Comment ["4"]: Is this number supposed to match the number of high schoolers above?

Local partners: Please list your project partners and explain their specific responsibilities. Please note if you have an existing relationship with the partner organization(s) and how they are committed to working on this project. If you do not have an existing relationship, how do you anticipate establishing a partnership with the organization(s)? *500 word limit*

The project team has secured partnerships and formal buy-in from the following entities:

- Alumni City Department of Education: Share “Community Awareness” social science standards with the project’s Education Coordinator. Approve project curriculum for use in schools.
- Department of Missing and Trafficked Persons: Provide statistical data before, during and after the project.
- Middle Schools: Exchangeland Middle, Exchangeland Central, Exchangeland Intermediate: Project dissemination in classrooms.
- High Schools: Exchangeland High, Exchangeland Polytechnic, Exchangeland International: Project dissemination in classrooms.
- Alumni City Police Department: Provide input to the Education Coordinator about human trafficking in **Exchangeland**. Provide public speakers to visit classrooms as part of the project. Provide real time data on number of trafficked persons before, during and after project implementation.
- Department of Statistics on Convictions: Disseminate surveys before, during and after project. Provide data on number of human traffickers caught, and on recidivism
- National Information Dissemination Agency: Meet with Social Media coordinator to plan and disseminate social media campaign. Disseminate surveys before, during and after project.
- National Broadcasting Agency: Broadcast public service announcements on TV and radio.
- Department of Social Services and specific social service agencies: Disseminate surveys before, during and after project. Make 5000 printed flyers available to their constituents.

Alumni Team: You must have a total of three team members (this number includes the team leader) in order for your project to be considered for funding.

Please enter the First Name, Last Name, Email address, exchange program and the country of citizenship of each team member below. Please also indicate how each alumni team member will contribute to the implementation of the project.

Team Leader (You): How will you contribute to the implementation of the project? What role will you play? (max 200 words)

Joanne Smith, Fulbright Student, Exchangeland

As the Education Coordinator, I will develop pre-tests and post-tests. As the team leader, I will coordinate all activities with the rest of the team, and be the main point of contact for the police department, the schools, the department of missing and trafficked persons, etc.

Team Member 2:

Sue Jones, International Visitor Leadership Program (IVLP), Exchangeland

As the social Media Coordinator, Sue will be responsible for all communication. She will work with the team leader to develop content and then she will craft appropriate messages for the different audiences. She will coordinate messaging with the Information Dissemination Agency and the National Broadcasting Agency.

Team Member 3:

Paul Firestone, Fulbright Student, Exchangeland

As the Curriculum Developer, he will work with Jo to develop pre-tests and post-tests and will conduct the analysis of the results. Paul will work closely with the Department of Statistics on Convictions and Department of Social Services to get as much data as possible for the surveys.

Team Member 4:

Mary Hopkins, YES (Kennedy – Lugar Youth Exchange and Study) Program, Exchangeland,

Mary will serve as the videographer and photographer and will coordinate with Sue on promoting audio/visual content for social media. She will also develop any graphics necessary for this campaign.

Team Member 5:

Harold Harrison, Study of the U.S. Institutes, Exchangeland

As the writer and editor, Harold will work closely with Lu Chin to write content for videos and stories for the photos. He will work with Sue also to make sure the content is promoted via social media.

How and when will you implement your project?

Implementation Plan and Timeline: How will you actually make this happen?

Outline the proposed steps for implementation, including the timeframe for each major activity. List proposed dates (month, quarter, etc.) for each major activity. Please include quantitative information about participants and activities. Include the specific responsibilities of the alumni team. 750 word limit

Months 1-2: The Education Coordinator will meet with the Department of Education to determine their time-line and goals. The Social Media Coordinator will meet with the National Information Dissemination Agency to plan the media and broadcast campaign.

Months 2-3: The information gathered will be used by the Curriculum Developer to design the education and media programs.

Months 3-4: Mary and Harold will create the video, photo, and text/print products needed to implement the campaigns.

Months 5-6: Campaign implementation in schools, media, and community.

Months 6-12: Monitoring and evaluation of results by law enforcement and statistics agencies.

Communication Plan: How will you promote your project? Please include social media, print news, or other forms of media you intend to use to share information about your project to 1) beneficiaries and 2) the public. 300 word limit

The project will create three teaching modules tied to Exchangeland Department of Education's "Community Awareness" social science standards. One module each will be created for middle school, high school, and adult education programs. A social media campaign on Facebook, Twitter, and Instagram will be provided to the Exchangeland National Information Dissemination Agency. Three five-minute public service announcements will be disseminated on YouTube and provided to the Exchangeland National Broadcasting Agency for dissemination on TV, and in podcast form for radio broadcast. 5000 flyers targeted at each of the project's beneficiary groups will be printed and placed in social service centers, hospitals, and community agencies throughout Exchangeland.

Evaluation: How will you evaluate success/impact of the project? Explain any tools or methods you might utilize to measure results. (i.e. surveys, interviews, focus groups, meetings, analytics, metrics, etc.) 350 word limit

All students will take pre-tests and post-tests (designed by the project's Education Coordinator and Curriculum Developer in conjunction with the Alumni City Police Department and Alumni City Department of Education) to measure awareness of factors that lead to human trafficking and steps that can be taken to avoid it.

Statistically valid surveys created using Survey Monkey will be disseminated by the Exchangeland Department of Statistics on Convictions, the Exchangeland Department of Social Services, and the Exchangeland National Information Dissemination Agency, to their respective constituent bases, both before and after the campaign. Statistics provided by the Alumniland Department of Missing and Trafficked Persons, Alumni City Police Department, and Exchangeland Department of Statistics on Convictions will track human trafficking statistics in real time before, during and after the campaign.

Sustainability: How do you plan to ensure that the impact of the project continues beyond the initial year of funding? 350 word limit

Joanne Smith has received both verbal assurance and written Statements of Support from all partner agencies affirming that these agencies will each continue their participation in the project for a second year, provided that the project reaches at least 50% of its target goals in reducing human trafficking during its first year of operation.

Funding for year 2 would be provided equally by the Alumni City Department of Education and the Alumni City Police Department. (Costs for the second year should be substantially lower than the first year once curriculum units and public service broadcasts have been created in Year 1).

Please list any website or social media platform or account for your project in the fields below: (Optional)

Website:
Facebook:
Twitter:
Instagram:
Youtube:
Other:

Total funding requested: Alumni can request from \$5,000 to \$25,000 in support of their project. Please enter only whole numbers in USD (i.e. "5,000").
\$25,000